

**Marketing Education
Fall In-service
2002**

A compilation of Marketing Education teacher responses to the following items related to assessment of Show-Me Standards not tested by the Missouri Assessment Program.

List specific applications of technology in your curriculum.

- CD Portfolios of student work – good projects
- Job procurement using various computer software – resumes, cover letters, etc.
- Utilizing e-mail mentors
- Research careers, different economies, different generations, fact finding – Internet
- College and job applications from Internet to complete
- CDs for math and grammar remediation
- Job performance expectations on software to catalog student's behavior (Rock Bridge)
- Web page design using Front Page (advertising)
- Design banner ads
- Smart Board Applications – students operate and present
- Digital camera – selling items on eBay for a DECA function
- Ad designs using Pagemaker, Adobe Photoshop, and Corel Draw, Photo Draw
- Missouri Works for job searches
- DOT for career searches
- Scanners to download images for brochures/flyers
- Simulations
- Teacher developed and student developed Powerpoint presentations (career research, sales presentation, product planning, marketing concepts, getting to know your job, chapter presentations)
- ACT Discover and CS Bridges on-line
- MS Publisher – brochures, flyers, real estate project (like sales presentation)
- MS Excel – data manipulation and chart making
- Sandwich Shoppe computer simulation
- Career scope computer software which poses questions to students regarding careers and provides information on which to make decisions.
- DECA Software testing
- Close circuit telephones to teach telephone techniques
- DECA Quiz Bowl software
- Dorothy software
- Corporate View

- Internet for international product search, labor market information
- Job search engines
- Desktop publishing to produce documents for employer appreciation banquet (menu, invitations, program)
- Video – digital camera, slide presentations, taking pictures of kids at employment site, sales demonstrations
- Spreadsheets – fundraising
- Database – employer information
- Digital camera – pictures to use in marketing research projects for DECA.
- Scanning images for projects or presentations
- Powerpoint, Excel, and Access together for projects. Students design homecoming t-shirts and manipulate data in Excel, do sales predictions, etc.
- Promotions unit – utilize video camera and computers to record audio and tv commercial and editing.
- Hot Dog Stand computer simulation
- Artic Express computer simulation
- Embark website (Ecos) which allows students to do personality assessments, and stores the data; scholarship locators.
- Create powerpoints for target markets for specific products and have them present to class.
- Students research regulators of government on the Internet and make a poster to explain the agency and current example.
- Prepare a promotional campaign using powerpoint promotions after researching a product and make presentation to business people who tell them if their idea is feasible.
- Research a career using Internet (Missouri Works, America's Job Bank) and they must complete all forms and interview with an actual business person.
- Applications of Microsoft Excel to track DECA budgets, simulate banking activities, and/or keep track of vendor databases for fundraising.
- E-mailing business people to get information for preparation of marketing research projects.
- Digital camera used at Fall DECA Conference and prepare a powerpoint reviewing the conference.
- Virtual Business simulation at the end of Marketing I class (tutorial) – lure for next courses.
- Virtual Business with entrepreneurship and business management intermittently throughout the quarter.
- Research how to catch shoplifters. Prepare powerpoint presentations to propose a security plan.
- Microsoft Excel to make graphs for any kind of project.
- Newspaper articles using Microsoft Word.
- Create DECA bucks account in Microsoft Excel for recording "pay"
- Microsoft Excel for inventory and ordering for school store.

- Word for tables for competitive events projects.
- Varitronic poster machine for making visual aids for fundraiser
- Quicken for doing school store books (profits, balance, etc.)
- Digital camera photoshop for p.r. information (bulletin boards, newsletters, etc.)
- Press release in Microsoft Word in a format acceptable to newspaper.
- Hourly/wage and payroll in Excel for internship.
- Sports internet search – adding a franchise to a major hockey league. Locate existing teams, locate a city, name team, etc.
- E-mail: students have own accounts and do an assignment and send as an attachment to the teacher.
- Web page design with Dream Weaver for their particular student organization.
- Telemarketing used for fundraising for civic projects.
- Business plan for marketing plan using Microsoft Word.
- Job interview – simulated through the Internet – answer questions (Hazelwood Curriculum Connections – list of websites pertaining to marketing)
- Season Ticket Baseball 2003 – sports marketing – managing team and making decisions
- Living in the Real World for budgeting principles
- I-Movies for videotaping commercials
- Avid Cinema for ads, presentations, creating promotions for advertising DECA activities
- First Class for e-mail mentors
- Internet – e-mail project with International students to research specific topics (customs), business plans, IRS, small business, download forms)
- Video camera for mock interviews
- Netop to monitor what all students in room are doing on their computers
- Excel for supply and demand graphing
- Access to create customer databases
- Threshold competitor is a simulation to make decisions on capital budgeting, etc.
- Access to do market research to sift through
- Business Plan Pro and Marketing Plan Pro software (Prentice Hall)
- MarkED CDs for job skills
- Video visualizer for scanning documents or art – can show anything
- Use computers in store to do a perpetual inventory and maintain inventory
- Use bar code printer
- Develop website for a toner recycling business (e-commerce)

How is student-conducted research included in your curriculum?

- Research products to sell in the school store
- Job search
- Focus groups/questionnaires for William Woods marketing competition
- Taste test for McDonald's – then focus groups
- Career exploration for job requirements
- Research market prototypes
- Research product design and sales demonstration
- Develop marketing strategy designed for specific business and presented to the business
- DECA written events – marketing research (Internet, interviews, books, articles, etc.)
- Social responsibility research papers – business ethics website
- In-class presentations on a business or entrepreneur researched
- Interest surveys of students – further pursue research on areas of interest for further education
- Professionals interviewed in career of interest
- Prompt student to prepare questions prior to a guest lecturer
- Social security and pension research
- Business plan research for entrepreneurship
- Consumer safety research, environmental hazards research on specific companies
- Various economic indicators of international companies (CIA.org)
- MDA, KFC – to get franchise information to do business in this manner
- Sports marketing – geographic location research for team placement
- Communications unit – in charge of HR for company and have to do business within another country; have to determine customs, etc.
- DECA competition – scavenger hunt – DECA website – have to answer questions.
- Search on city the school district is in (demographic and geographic)
- Primary research for mkt. Res. Project survey other students; college fairs to research colleges.
- Secondary research – websites ERSYS.com/usa and Census.gov to find demographic information
- Academic research looking for journal articles and academic based research
- Sports marketing – internet research on stadium capacity
- College bowl and superbowl advertising costs
- MS Word and Powerpoint to chart results of sports marketing research
- Company research presented on powerpoint – companies students would like to work for
- Occupational outlook handbook for careers
- Search engines to conduct research on companies and behaviors of athletes (do you want them endorsing your product?)

- Job opportunities in other cities – student researches what it would cost to move there, prices for living, etc.
- A needs assessment for a school store
- Go to search engine and find out what products are imported to US
- Research product line for sales demonstration
- Plan a business trip
- Job manual research
- School research to find an area for improvement in the school
- Functions – pick a company and find out how each of the functions applies to that company
- Government websites – consumer protection, employee protection
- Students choose a specific product and they would survey the other students and rank the brands by popularity and determine why they were more popular. Using the Internet, students can decide where to offer the product based on demographics (use U.S. Census Bureau and Dept. of Labor sites).
- Student did research on social responsibility via the Internet. Contact companies and identify their social responsibility stance. Present the information using a Powerpoint presentation.
- Census information for business ownership.
- Research price comparisons for products being purchased for the classroom.
- Research specific products and create brochures to sell the products.
- Break class into five groups and assign one of survey techniques. They decide what they wish to research (pros and cons of each research techniques).
- Study for community of business topics (development of public swimming pool, prepare a business directory, etc.).
- Interview people in management to determine how they got started.
- Student write a marketing plan to present to the management.
- Research a trip (sports or recreational), find prices, etc., and present to client.
- Research interest, aptitudes, and personality traits (Bridges.com) on Internet.
- Interview students to determine which products will do well in the school store. Interview freshmen to seniors.
- Research vocabulary words to find an article which features the word and write a one page report (instruction on use of search engines).
- Research on liability on lawsuits.
- Research product failures. Company research – history and progress. Analyze their success factors.
- Success Week – research successful people and find common traits for their success.
- Students give employer a gift on Boss's Day. Students research gifts.
- Etiquette lessons then do an actual dinner to use their new skills.

- History of their employer, ownership of the company, etc., publicly traded or privately owned
- Products Americans love to hate (White Castle, Ovaltine, etc.)
- Community projects where they do individual marketing research for individual companies
- New product development patent searches on the Internet
- Taste testing
- Analyzing training manuals
- Research with pre-school and middle-school for TWEENS
- Table tops and trivia – research advertising costs, potential placements in restaurants)
- Business plan for a school store and make presentation to principal
- Marketing research written projects for DECA
- Research a product in order to do a sales presentation (local businesses, Internet research)
- Missouri Works to put resumes on line and research potential jobs

How do you incorporate workplace readiness skills in your curriculum?

- Ethical behavior
- Resumes , applications
- Telephone skills
- Communications skills
- Interpersonal Skills
- Mock interviews
- Role plays (Marketing Essentials)
- Reviewing tax forms, tax deductions
- Student evaluations from employers
- School store – employees, order
- Thank you letters
- Cover letters
- Workman's comp
- Virtual business interview on Internet (Monster.com) and msnvirtual
- Human relations on the job
- Career critique research comparing two different jobs and skills they need for each; select the job which most closely fits their talents
- Quarterly workplace readiness evaluations
- Dress for Success
- Teamwork skills
- Dinner etiquette and dinner interviews
- Networking for different job sources
- Self assessment
- Personality inventories
- Use appropriate business vocabulary

- Missouri Career Guide from employment office; Choices or Bridges program
- Job shadowing
- Following directions test
- Health and nutrition
- Courteous behavior
- Business letters
- Modeling workplace skills ourselves as teachers
- What not to do in a job interview (video) – student generated
- How to conduct a business meeting
- Job packet for internship students – researching the company
- Character education
- Political correctness – behavior in classroom
- Time management
- Customer service
- Portfolios – ASVAB test, resume, cover letter, assessments
- Public speaking
- Leadership roles in the DECA chapter
- Job hunting handbook
- Organizational skills through DECA
- Work keys assessment
- Photocopies of all student resumes and cover letters with names deleted – give to next year's class and students select top four out of each group
- Guest speakers discussing applications
- Mock interview day with local employers – cover letter, resume, dress, non-verbals, and follow-up letter
- What would you do? – workplace readiness and ethics
- Job action plan – weakness on evaluation – student writes a plan to let employer know how they plan to improve
- Human resources – using MarkED laps – sexual harassment, diversity issues, etc., scheduling
- Practice "People Smarts" skills (i.e., to appreciate people, how to listen well, etc.).
- Case problems from assorted books on dealing with people in the workplace.
- Marketing II kids teach Marketing I kids how to count back money and evaluate them. The Marketing I kids evaluate the Marketing II kids on their training skills.
- Mock telephone training.
- Filling out a job application and interviewing for a job (switch marketing class with the math class).
- Students bring in five blank job application forms.
- Lab person does a presentation on drug tests.
- Students register for Missouri Works

- Variety of employers' orientation books for review to identify the requirements the company has for ethics based on mission statements.
- Stress management
- Workplace safety
- Co-worker relations
- Simulation to write purchase orders, requisitions, business letters, conduct business meetings, dealing with investment companies in community, meeting deadlines, etc. (The Mean Jeans Company)
- All classroom behaviors are translated to workplace behaviors
- Communications – listening skills
- Administer a workplace readiness exam, filling out appropriate forms for employment (through research educator)
- Mini-unit on income taxes, paychecks (coop students)
- Cooperative education
- School store staff

What do you do to incorporate formal and informal presentations and discussions?

- Informal presentation to class concerning their job (internship)
- Presentation on careers
- Sales demonstration
- Students prepare overhead on specific topic and present to the class
- Class divided into small groups (jigsaw) to present information
- Have student teach a class
- Trade show on pumpkins (Project Pumpkins) to elementary school students
- Presentations to junior high school on DECA and economics
- St. Louis workstudy fair where students do informal presentations
- Morning Mayor show on Rolla news and information (radio)
- Coop students prepare a bulletin board or poster on their place of employment
- Parliamentary procedure
- MDA telethon locally
- Students as Ambassadors – they represent the program while at work
- Students make commercials and it can be aired on channel one
- DECA meetings – officers present
- School board meeting presentations
- Advisory board meetings – student representation
- Presentation to inform other students about DECA
- Sales demonstrations
- Present Instructional Management Plans
- Case problems in small groups
- Debate on ethical issues

- Four part oral presentation – 3 minutes to do an introduction of a classmate; 60 second commercial about the workplace with a prop; Dimensions article summarized in 5 minutes
- Free Enterprise billboards created in hallway – must explain to classmates
- Plugging into Marketing to develop a powerpoint on the 4 P's of Marketing
- Students teach a section of a chapter to classmates
- Give students a case study and give them 5 minutes to prepare a presentation
- Me in a Box activity – students bring in items that are meaningful and descriptive of themselves and what they want to do career wise – show & tell in front of peers
- Election activities for DECA
- Chairing committees for DECA
- Recruiting other students for M.E./DECA
- Presentations to Chambers, civic organizations, etc.
- Written scholarships Wall street journal the classroom edition. Students select an article and have to summarize the article orally.
- Students introduce themselves from Day 1. Each week they must do something to present in class.
- Divide chapter content in small groups to teach to the rest of the class.
- Formal sales presentation addressing the class.
- Free Enterprise team presents to the school board. Present to other schools.
- Competitors informally present their project.
- Kiwanis, Rotary presentations based on DECA activities.
- Veterans Day Assembly which involves the community and DECA members run the program. Elementary school presentations – flag etiquette, Halloween safety.
- Seniors have Toastmasters International come in to complete the Youth Leadership Program (public speaking).
- Employer Appreciation Banquets
- Installation ceremonies
- Students introduce guest speakers
- Store Leadership team has to develop employee handbook, etc. and they instruct the other employees.
- Student presentations of marketing research in the classroom
- Introduction of guest speakers
- Mentors on-line for students writing business plans
- Fashion show scripting and presentation
- Powerpoint presentations – project on McDonald's promotional meal
- Skits to reinforce classroom presentation
- Presentations to Junior High on community service
- School assemblies
- DECA Week activities
- Training demonstrations

- Cooperative learning – roundtable with different answers to different questions and kids make decisions on agreement or disagreement
- Presentation to administrators to get approval on prospective projects
- Presentations to businesses when they've done research on that businessEmployer appreciation banquet
- DECA officers interacted with Lions Club members
- Cable presentations
- Workplace safety video
- Formal sales presentation – videotaped for critiquing
- DECA Vice President for each class that presents reports to class
- Presentations on the career project
- Marketing math presentations on the smart board
- Product presentations based on products acquired from vendors through written communications
- Research a decade and present trends (products, music, etc.)
- Prepare a print ad and present to the class
- Tape a radio spot they've developed
- Research ad space costs and present